

## Overview

Ogden City hired ACP Consultants to work

to develop an urban design plan for the city to use as a guideline for development. The plan includes information and implementation ideas on important design elements for downtown, development of gateways and entry corridors into the city. The plan also includes guidelines for neighborhoods and residential development, place making, and path and greenway development.

## 2000 Planning Grant Summary

Grant Amount:	\$13,875
Matching Dollars:	\$90,000 (\$90,000 in-kind)
Match:	\$180,000
Project Cost:	\$193,875

# Ogden City Urban Design Plan

## Local Responsibility

Ogden City hired ACP Consultants to work to develop an urban design plan for the city to use as a guideline for development.

## State Leadership

The Quality Growth Commission awarded Ogden City with a grant in the amount of \$13,875.

## Economic Development

To encourage the implementation of the Urban Design Plan, the following incentives are recommended: a density bonus; façade program, signage program; and economic incentives. The incentives serve as a “carrot” to require stronger compliance with the proposed development.

## Infrastructure Development

This is not a component of this plan.

## Housing Opportunity

The intent of the plan is to allow infill residential development on under-utilized property that is sensitive, respectful and in context with the surrounding area relative to the site layout, setbacks, heights, architectural style and character, and use of materials. Guidelines include: promoting consistent site design; ensuring compatible architecture; promoting multi-family and two-family infill; and supporting appropriate mixed use development.

## Conservation Ethic

The General Plan intends to develop standards for maintaining and improving the existing paths and greenways in the City to take advantage of Ogden’s natural assets. Strategies include: identifying and publicizing the proposed greenways; encouraging tax-deductible contributions or fee interests; and creating a trust or receive contributions toward land acquisition.

*"The ideas of the Urban Design plan have been used as we talk about downtown development and in fact are often validated to the council with each urban project that comes in."*

*Greg Montgomery-Planning Manager*

## Implementation

The Urban Design plan is scheduled to be adopted by the City Council on October 21, 2003. The delay in adoption was the fact the entire General Plan had to be adopted first and then we had to format the work done in the urban design study so it could be added as an element in the General Plan.

The ideas of the Urban Design plan have been used as we talk about downtown development and in fact are often validated to the council with each urban project that comes in. Once the plan is adopted our next step will be to take what things are possible and revise the CBD ordinance to incorporate the principles from the plan into a requirement of development.

## Promoting Intelligent Growth

The principles developed and explained in the Urban Design study have been used to explain in greater detail the qualities of design and community building which strengthen urban design and community identity. The concepts developed have been important in us not accepting every initial proposal made just to get something on the ground.

In Ogden we do not have a lot of vacant land and more of our projects are redevelopment. We can point to these principles as being basic common sense ideas to foster community pride in development and get people to think beyond the immediate bottom line. We have used these ideas in the development of two community plans and the acceptance by the public so far has seemed good.

## Accomplishments

As mentioned above, the principles have been important in developing two community plans. Specific attention has been made to defining important open space, creating more of an awareness of neighborhood context design, creating community identity features and/or preserving existing ones. In downtown development the urban design principles have started design discussions with UDOT about ways to make the pedestrian environment friendlier and safer. It has also lead to discussions as the mall block is being redeveloped of what items to hold fast to in order to get a quality development that will stand up to time.

## Benefits

One of those spin-offs is that the planning grant enabled the City to hire a well-known consulting firm. Even though local planners understand the principles, the firm that was brought in validates the ideas. They established a trust in the final product as something that is working in other areas and that we are not the only ones with problems that seem insolvable. Paying attention to the principles promoted in the plan can solve them.